Salem N. Y. Test Market SOM Performance by County

County	Nassau			Suffolk			Queens			Kings			Richmond			Bronx			NY			Total		
Brand	PRE	POST	Diff	PRE	POST	Diff	PRE	POST	Diff	PRE	POST	Diff	PRE	POST	Diff	PRE	POST	Diff	PRE	POST	Diff	PRE	POST	Diff
Salem	80564	229035		88648	266498		62947	222203		87316	252797		17329	59011		46562	133699		69839	226637		453205	1389880	
SOM	3.15%	3.36%	0.20%	2.88%	3.13%	0.25%	2.95%	3.36%	0.41%	3.02%	3.06%	0.05%	2.65%	2.93%	0.28%	3.59%	3.52%	-0.08%	2.83%	3.01%	0.18%	3.01%	3.19%	0.19%
Kool	55492	168267		56270	176744		89620	303511		148909	418433		22360	68703		80800	236555		108198	323994		561649	1696207	
SOM	2.17%	2.47%	0.29%	1.83%	2.08%	0.25%	4.21%	4.60%	0.39%	5.14%	5.07%	-0.07%	3.42%	3.41%	-0.01%	6.23%	6.22%	-0.01%	4.38%	4.30%	-0.08%	3.72%	3.90%	0.17%
Newport	306199	844752		314788	946576		424406	1297527		795068	2346168		105476	332844		486121	1446052		455039	1389024		2887097	8602943	
SOM	11.99%	12.38%	0.39%	10.23%	11.12%	0.89%	19.92%	19.65%	-0.28%	27.46%	28.45%	0.98%	16.15%	16.51%	0.37%	37.50%	38.04%	0.53%	18.41%	18.43%	0.02%	19.15%	19.76%	0.61%
Industry	2554276	6824555		3078105	8512988		2130198	6604065		2895160	8247991		653303	2015412		1296232	3801680		2471049	7536784		15078323	43543475	

source - AIM 185 Reports by County

Pre DTS Period = 6/29/97 - 9/27/97 **Post DTS Period = 9/28/97 - 7/4/98**

51842 9619

Source: https://www.industrydocuments.ucsf.edu/docs/fsbp0000